



15 JAN 1959

 **Parkergrams U.S.A.**

Sixty-Third Year of Publication
January, 1959

Dear Friend:

Name an advertising media and you'll find Parker Pen using it in 1959! That sentence is the quickest way to tell the Parker merchandising and promotion story for the new year. But, for those who want more and have time to read through the list, here's a detailed story of Parker's biggest, most powerful campaign to sell products in a long, long time!

Advertising on the Parker 61 pen with illustrations by the world-famous Norman Rockwell scheduled for the SatEvePost (6,000,000 readers) and Reader's Digest (11,000,000 readers). And with this, there'll be point-of-sale material employing top Post covers by Rockwell.

The spot television campaign on the T-Ball Jotter (which was so well received and well copied) of 1958 will be continued with an entirely new set of commercials (for copying).

And there'll be regular radio advertising on the Don McNeill Breakfast Club show five days a week through much of the year. Don will sell the Parker 61 and occasionally the T-Ball Jotter.

And to aid the general up-grading of ball point pens, Sunday supplements, Seventeen, New Yorker and Vogue will carry advertising on Parker's exclusive line of gift-styled ball pens. There'll also be displays to enhance this program in jewelry stores.

Not even the Sunday comic section has been overlooked for 1959. Advertising reaching one-half the households in the United States will be carried by Metro and Puck syndicates.

Handwriting and efforts to improve it have been receiving a good deal of attention in the nation's press in recent months. This is the work of the Handwriting Foundation, an organization sponsored and supported by members of the writing equipment industry. In 1959, the Foundation will put a budget of \$45,000 on the line in its war on illegibility which costs business an estimated \$70 million annually.



The first use of a tiny transistor radio as an accessory for a fountain pen desk set will be announced in a new 16-page Parker desk set catalog currently being produced. The four-color catalog features a complete line of Parker desk sets from ceramics to onyx and will hold some surprises.

Four new Jotter desk set models with dramatic "advance styling" are shown. In addition, consumers will have their choice of fountain pen, ball point pen, or mechanical pencil in any Parker set they buy. New ball point pens and pencils have been designed to fit the standard fountain pen receptacle.

Smart merchandisers look to the first three months of the new year with expectancy. They know the statistics. They know that in the first quarter of the year there are about 52,000,000 gift sale possibilities in just birthdays and anniversaries. And knowing this, they promote gift merchandise.

A quick look around the shop will spot the top gift-appeal items. Among them is the whole new line of Parker Princess Jotters, delicately engraved and fashionably styled to make any woman's (or girl's) heart warm to the giver.

Or for the man who is going places, there's the bold new V.I.P. Jotter, with matching pencil, if he prefers a set. Or if he or she likes a casual writing instrument, then the Parker Minim is the right one. This brief and efficient little pen is always handy in pants pocket or purse.

George Parker, a grandson of the founder of The Parker Pen Company, has been named to the post of director of domestic sales. He succeeded John Mack who was appointed to the position of assistant general manager of the United States division of the company.

Parker served the company in various capacities during his school years and joined the firm on a permanent basis in September of 1952, after completion of graduate studies at the University of Michigan. Successively he has served as assistant domestic advertising manager, foreign advertising manager and director of foreign sales.

He is a director of The Parker Pen Company, The Eversharp Pen Company and other Parker subsidiaries.

Approximately a dozen pen manufacturers in the U.S. have been ordered by the Federal Trade Commission to desist from claims which describe brass caps and bands as being made of gold and allegations that silver-flashed cartridges for ball pens are silver tipped or silver-plated tips.

In a move unprecedented in company history, Parker Pen will begin functioning with three separate and distinct sales organizations within its Domestic Sales division. On March 1, there will be a 76-man retail sales arm; a small entourage concerned with industrial and specialty sales; and an 18-man force to serve wholesale jobbers.



Sales officials emphasized that this change is intended to improve company service to franchised dealers. It was reasoned that specialist salesmen could function more effectively than the men who must deal with widely different types of businesses.

The need for an eventual change such as this has long been recognized by the company. Product developments of recent years brought that need to the foreground. Parker now manufactures and sells a line of products which ranges from low-priced ball points through a wide variety of feminine-styled pens and home and office desk sets to an array of high-priced, prestige capillary pens.

The retailer franchise, center-point of Parker's merchandising philosophy, is being emphasized again in a series of letters from the director of sales and advertising. The first letter of a new series was mailed in November. A second is expected to be mailed soon.

The first correspondence went to presidents of retail companies and store owners. It summarized briefly the Parker fair profit-fair price policy and concluded "... with this two year effort behind us, we are unafraid to boldly ask for your support, not only for the up-coming selling season but for the many seasons which follow. I do not refer to simply stocking Parker merchandise. I mean emphasis and promotion.

"The Parker Franchise is as valuable as you want to make it. Full benefits require full support."

Waterman Pen has sold 60 per cent of its U.S. subsidiary company to a French pen manufacturer named Marcel L. Bich, who presently controls three European pen firms with a combined annual volume of \$18 million. The remaining 40 per cent ownership is retained by Waterman which headquarters in Montreal. First campaign for company will be to sell its new \$2.95 cartridge pen "a new modern fountain pen with that wonderful old time Waterman smoothness."

This newsletter is one of 160 million copies of company publications issued each month in the United States, according to the House Magazine Directory released by Gebbie Press.

Sometime this month or next, Parker dealers in the U.S. and overseas will begin receiving another Parker publication: Parker International. It will be a picture-feature magazine presenting by-lined articles on writing equipment and writing, on world trade, on people and places and a variety of other subjects.

The first quarterly issue will contain such articles as a critical look at drama critics by French playwright Marc-Gilbert Sauvajon; the experiences of an American missionary among the Indians of Southern Mexico; and a picture-story of performance inspection in the manufacture of Parker 61 pens.



The world-wide search for the missing head of Spring, a statue on the Santa Trinita bridge in Florence, Italy, has been officially concluded. The head is still missing, but charities in Florence are \$3,000 richer.

Last fortnight, Daniel Parker presented a check to city officials in that Italian community in the amount of the reward offered for the missing head.

The hunt resulted in many leads. One person exhibited his "head of Spring" which turned out to be a part of an ancient whaler's bowsprit. A woman in Eritrea claimed the head was buried under a monument in a Florence cemetery.

In spite of the ever-increasing volume of ball point pens sold over the retail counter, consumers still like to carry and use a fountain pen for prestige, according to Dr. Bertrand Klass, vice president and director of Research Services. "Interestingly enough," said Klass, "the ball point pen is substituting for the hat and shoes when somebody is in a low mood today and wants to go out and make himself feel better. The expense is relatively little, and the satisfaction in terms of going out is rather high."

In 1965 this country will be facing the greatest period of prosperity that it has ever known, according to economists. American industry at that time will be producing at least 40% more goods than it is today. According to Census Bureau, total employment of clerical and kindred workers rose from 7,200,000 in 1947 to 9,125,000 in 1957, an increase of 21%. It is now predicted that the number of desk workers will increase another 32% by 1965, and this will happen while the total work force is increasing by 17%, to a total of 75,000,000.

Clips: Sheaffer will again sponsor its literary contest among school-agers. In the past five years, the contest has drawn 350,000 entries. ... Speaking of school age children, Parker's copyrighted Pen Party program has enrolled 600,000 of them (and their 20,000 teachers) in just three years. ... Cleanliness is next to; and Americans take 500,000,000 baths a week. A rose is a rose is a; and we buy \$90,000,000 worth of deodorants a year. ... U.S. private investment abroad reached \$37 billion in 1957, according to Commerce Department. It is expected to total \$40 billion in 1958. ... For \$1 you can now buy a ball point pen that forecasts the weather. A fluid inside the barrel turns pink when it's to rain and blue when it's going to be clear. And, says the advertiser, the "ball point pen actually works"! ... The Pen Shop in Nashville offers this sage advise: "Your mind is like a fountain pen -- constant use keeps both in working order." ... The growing-up market is growing too. By 1975 the number of Americans between 10 and 19 years is expected to reach 42 million. It was 24.5 million in 1955. ... Kenneth Parker, chairman of Parker Pen, will be featured in a testimonial advertisement for Western Union appearing in national news and business publications during the first part of 1959.

Cordially,

The Parker Pen Company



6 FEB 1959



Parkergrams

U.S.A.

Sixty-Third Year of Publication
February, 1959

Dear Friend:

Parker account managers across the nation are telling a tale entitled "How to lose your shirt in the pen business". Here's the procedure, if you would like to give it a try: (1) Feature the discount house lines, display them, sell them so shoppers can make their selections at your counters and make their purchases down the street. (2) Push the lines available to every type of store. (3) Sell the same old stuff year after year, don't bother with brands offering new ideas, new designs, new products. (4) Stock something of every manufacturer, but don't put any more effort behind top brands than the dogs. (5) Show the low-priced, and cut-priced merchandise first. (6) Display the low-priced, low-margin, low-quality line; hide the high-profit, high-margin goods. (7) Don't back national advertising and promotion with window displays, mass counter displays, or local advertising.

If you are one who is looking for pen profits, Parker AM's have another plan. Here's what to do: (1) Feature the line that offers you profit protection with teeth. (2) Sell the line that gives you the most exclusive distribution -- the line that everybody can't have. (3) Display and sell the line that gives you the exciting new products. (4) Concentrate in a big way on one major line. Feature and sell only limited fast selling items of other lines. (5) Demonstrate and sell the line that gives you high quality, high unit sale, high profit margin. (6) Feature and sell the line that gives you the most in advertising, promotion. Back national effort with your own effort -- with strong counter display, with frequent window displays, with regular local advertising.

In case you haven't guessed -- Parker and only Parker offers a franchised pen sales plan with everything you need for profit!

Here's a quick, statistical look at Americans. There are about 175,100,000 of us, 15 per cent more than in 1950. Fifty-nine per cent of us live in metropolitan areas, 41 per cent in towns, villages, rural farm and non-farm areas. We have a combined personal income of \$360 billion, about \$43 billion of which goes for taxes. We spend \$290 billion annually to keep ourselves clean, clothed, fed and living comfortably.

It took a solid year, packed with painstaking balloting of 100 of the world's top industrial designers. And in the end, Jay Doblin, head of the Institute of Design, Illinois Institute of Technology, had a list of the 100 best-designed products of modern times. The Parker "51" fountain pen ranked fourth with the 1953 Raymond Loewy Studebaker hardtop.



In first place was the Italian-made Olivetti Lettera 22 typewriter, second was the Charles Eames plywood-and-steel side chair (designed in 1944) and in third place was the Mies van der Rohé Barcelona chair (1929).

The Parker "51", only writing instrument included in the list, was designed by the late Marlin Baker and Kenneth Parker. It was tested in Brazil in 1940 and introduced in the U.S. in 1941.

Parker has spent more than \$20,000,000 advertising the "51" and in its lifetime, more than \$400,000,000 worth have been purchased.

The writing equipment industry is making its first concerted effort toward raising the quality of one of its products. The Fountain Pen & Mechanical Pencil Manufacturers' Association has organized a Ball Pen Ink Standards Committee.

The four-man committee, which includes Parker Pen's Chief Chemist Galen Saylor, will investigate procedures for establishing minimum quality standards for acceptable ball pen inks. Once these are established, a program to inform the public to expect and demand these minimum standards will be undertaken.

The formation of the committee resulted from continuing complaints by public officials and others that some ball pen inks are sub-standard in quality and not suitable for signing public documents and for other purposes. The number, however, is small!

Would trading stamps help your business? A nationwide check reported by Progressive Grocer magazine says no! According to the survey, stores recently adding stamps show modest sales gains and lower net profit. Those terminating stamp plans show healthy gain in net profit and no decline in sales!

Meanwhile the stamps have spawned a new advertising medium. A company which publishes the booklets for stamp savers, is selling space in the books to advertisers. The booklets, 14.3 million of them, will begin appearing in March.

It looks like a year of decision for Fair Trade. The 86th Congress appears certain to give consideration to national legislation. Geyer's Dealer Topics last month reported that 78 per cent of office equipment and stationery retailers surveyed were in favor of the concept of fair trade. And 75 per cent were in favor of the proposals now before Congress. General Electric reports that it will end co-op advertising with dealers who sell GE products at "unsound prices" (more than 10-15 per cent off suggested retail).

Meanwhile, Parker is intensifying its advertising and promotional efforts in behalf of franchised dealers. Parker will spend 50 per cent more in 1959 than it did in 1958 to sell its products at retail. This includes a co-op advertising program.



Dealer reaction to Parker's efforts in behalf of fair profit continues to be good. Replies to the company's November letter on the subject reflect this. Here are a few notable quotes:

"Parker Pen ... has top counter space and we are putting all our efforts behind your merchandise ..."

"... we will continue to do the greater part of our pen business with Parker."

"We appreciate the superior quality of Parker merchandise and are proud to have your products in our store."

"If you don't think we're with you 100 per cent, look at our orders!"

Parker Pen's world business has improved dramatically in recent months. And contrary to expectations, the greatest increases have occurred in sectors of the globe which have been experiencing socio-political unrest. Sales to the Middle East, for example, have increased 34 per cent. Cuba, where revolution has been a way of life, is up by 11 per cent.

Gentle-voiced Miss Frances Rapp has been selling writing instruments in Macy's pen department for a bit over four decades. She has sold personal pens to corporation presidents and janitors, celebrities and bobby-soxers, rich and poor, and always with the same desire to help select the perfect pen for the individual.

Prime ingredient in successful salesmanship, according to Miss Rapp, is to be at all times pleasant. Second, the sales person must learn and fill the needs of the customer.

If the pen is to be a gift, suggest a medium or fine points, as these are the more popular. But if it is to be a personal pen, allow the customer to make his selection from several point sizes.

Miss Rapp makes it a policy, in the case of fountain pens, to suggest several home trials by dipping to assure positive satisfaction. Once a pen has been filled, she reminds, it is more difficult to exchange.

The Parker T-Ball Jotter pen will be the subject of the biggest TV spot campaign in the industry. And even better, the Parker ball point will be promoted with an amazing selling idea: "Full year of skip-free writing guaranteed!"

The spots, running for 11 weeks in the 25 top metropolitan markets, will show the T-Ball Jotter writing across cellophane, glue, glossy photographs, butter, (even margarine!) and sundry other equally slippery surfaces.

Adults will be the prime target for the commercials. And no spot will have less than 50 rating points per week -- that is, 33 per cent of the sets in each market will be reached in a week, 62 per cent in a four-week period.



Parker's 93 distributors around the world have an accumulated association with the company of 1,873 years. They have been associated with Parker Pen for an average of 20 years and 40 of them have been selling Parker products for 25 years or more. These 93 distributors sell to some 100,000 dealers.

Now it can be told. There was one more ad in Parker's much-talked-about 1958 Celebrity series. It featured one of the world's most famous women and the proceeds went to charity. But the ad, though now in plate form, will never be run.

Not many companies are so rich in advertising messages that they can abandon such a piece of copy. The decision came as a result of previous advertisements in the series. They were considered so bright that they seemed to obscure the 61 pen selling message.

Richard E. Carlson, assistant secretary of the National Lock Company, Rockford, Illinois, visited Russia in 1958 and returned with this report on gift-giving:

"To 'tip' a Russian is to insult him. When we passed out souvenirs, such as pens, cigarets, coins and chewing gum, we always received a gift in return. They (the Russians) were so zealous in their trading that by the third day, we were even getting our own ball point pens back!"

Clips: It's so easy when you use \$9 million! That's Lestoil's annual TV spot expenditure. ... Our congratulations to Maison Blanche Company, New Orleans, in its golden anniversary year. ... Times change. Walker's English Dictionary, dated 1816, defines a pencil as "any instrument of writing without ink". ... The new Pelikan pen, introduced recently in Europe, features a thermic ink regulator which, according to the claim, adjusts automatically to changes in air pressure as well as temperature. ... Parker has received 1,500 applications for the 18 positions in its new wholesale jobber sales force which begins functioning March 1. ... There are 22 million women in today's labor force, compared with 14 million in 1940. ... Total retail sales in the U.S. for 1957 reached an all-time high of \$200,000,000,000. ... Drug store sales in the past decade have almost doubled in dollar volume; total in 1957 in U.S. reached \$6.5 billion. Independents got \$5 billion. Chains \$1.4 billion.

Cordially,

The Parker Pen Company



Sixty-Third Year of Publication
March, 1959

Dear Friend:

In business circles, the subject of Fair Trade is as topical as Castro, the 86th Congress, and whether Liz will marry Eddie. Everywhere one listens, people are talking about Fair Trade. A national Fair Trade bill, with excellent sponsorship, is awaiting debate in Congress. Major manufacturers are grasping at all methods to tighten distribution and protect dealer profits. (One firm is restricting co-op ad support, another is selling on consignment, and yet another is simply eliminating 1,200 wholesalers.) And in every trade magazine akin to the pen business articles are popping up on facts Fair Trade.

Because the time is so opportune, Graham Butler, national retail sales manager for Parker offered this reminder to all Parker dealers:

"We do not believe that a plan of distribution can long endure one-half fair and one-half unfair. The increased price competition which we both face serves to emphasize the soundness of this principle. We stood firm on Fair Trade when others quit or wavered. It has cost us some potential sales and a quick profit but the principle of trading fairly is the basis for our wholehearted support of Fair Trade. Confident that you agree with us, we not only invite your continued support, but ask that it be stepped up -- and stepped up with vigor!"

Elsewhere in affairs of Fair Trade, the Hawaiian Supreme Court in January handed down a unanimous decision completely sustaining the constitutionality of the Fair Trade Act of Hawaii. Appearing as amicus curiae or "friend of the court" was Attorney Stanley A. Weigel of San Francisco, retained by Parker Pen as a legal consultant.

In the course of its sweeping opinion, the court quoted famed economist-lawyer Mr. Justice Brandeis: "When a dealer has to use somebody else's name or brand in order to sell goods, then the owner of that name or brand has an interest which should be respected. The transaction is essentially one between the two principals -- the maker and the user. All others are middlemen or agents; for the product is not really sold until it has been bought by the consumer. Why should one middleman have the power to depreciate in the public mind the value of the maker's brand and render it unprofitable not only for the maker but for



other middlemen? Why should one middleman be allowed to indulge in a practice of price-cutting, which tends to drive the maker's goods out of the market and in the end interferes with people getting the goods at all?"

Since the introduction of a bill in the House of Representatives to establish a National Grammar Commission, the Handwriting Foundation has approached an unidentified member of Congress urging that handwriting be included as a subject to be fostered by national legislation. The National Grammar Commission would, according to its creator Congressman Harlan Hagen (R., Calif.), reform the spelling of English words and publish an official U.S. Dictionary. The Foundation, in making its approach to Congress, reminded that illegibility in handwriting costs the U.S. government and private industry millions of dollars annually.

Here's a brand new service to all franchised dealers! A new department has been created to stimulate and help you stimulate (1) advertising specialty, (2) executive gift, and (3) premium sales. And, in case you haven't checked the figures, this is fast becoming one of the most lucrative markets on the U.S. merchandising scene grossing \$2 billion a year.

Headed by Russell A. Livingston, the department now has five specialists whose counsel and personal service is available to any and all franchised dealers. The five are located in Janesville, Denver, Dayton and New York City (two representatives in the latter).

Interested? Discuss the possibilities with your Parker retail account manager.

A new confidence racket with loan-hungry businessmen as its target has been detected by the Federal Trade Commission, according to Senator Alexander Wiley (R., Wis.). The new scheme, says the Senator, would prey upon small businessmen who have been unsuccessful in obtaining loans from legitimate sources.

"The sharpsters lift the hopes of their victims by promising to obtain even bigger loans than they had dared to seek," states Wiley. The ruse is payment of a fee and the signing of a so-called "routine" contract.

After signing, the victim may find that he has paid good money for no more than the trickster's worthless recommendation to genuine lenders to approve the loan.

There's no gift greater than a Parker 61 Capillary pen and if you were to ask high-flying Dan Brigham, reporter for the New York Journal American, he'd tell you. He carries his (and uses it) in super-sonic jets.

"The Air Force won't let me say how high, or how fast beyond what I wrote in the series on defense: '... above 60,000 feet and faster than 1,000 mph'," writes reporter Brigham. "In one of our sorties incidentally, we pulled 9 G's, or nine times our weight. That's tough on people -- and pens, even Parker pens.



"But mine landed dry where it should be dry, and wet at the point with no smudged hands or paper afterward when I jotted down my notes. During the ride it was slipped in my sleeve pen pocket ... and when we returned from the near-stratosphere we plunged almost straight down to 10,000 feet before flaring out to adjust our ears. Did my 61 shed a drop? No sir, it didn't. It never has since, either."

The decade we are moving into will be dominated by teenagers, according to Fortune Magazine. The number of people between 15 and 19 years of age will go up some 63% before 1970. Teenagers, says the magazine, now spend about \$10 billion annually and the amount spent for them is much, much greater.

What do other countries think about the United States? Tommaso Astarita, president of Italian & International Newspaper Publishers Union, recently answered for Italy.

"It must be realized that it is more noble than to be generous with money; and that is to be generous in heart. In both ways the United States and the American people have been generous in dealings with Italians since they first arrived in Italy in 1943.

"But in my opinion the Italians still today, after fifteen years, feel a sincere friendship with Americans just because it is impossible to forget generosity of heart."

The final solution to the problem of design piracy practices, according to the Japanese government, "rests with the conscience and moral standards of the traders themselves." The Japanese Ministry of International Trade and Industry has, with this in mind, established a design section within the Trade Bureau. This new section is studying appropriate administrative measures for dealing with the almost traditional practices of some Japanese manufacturers of borrowing the product designs of well-known foreign manufacturers instead of originating their own.

Fifty-one separate and distinct models (not including color variety) are featured in a new Parker desk set catalog just released. The 16-page catalog exhibits full-color reproductions of smartly-styled Parker-Royal Haeger ceramic sets (Featuring planters and ashtrays combined with pen holders), elegant exotic wood and metal sets, a host of onyx and jet crystal bases with numerous accessories, and a wide range of ball point desk sets.

Four of these ball point sets are brand new. There's an Executive set with two pens in Magnetix swivels, a covered cigaret box and ashtray. Another model, holding a single pen, is in the shape of a stylized arrowhead. Another is triangular, eight inches long. The fourth is rectangular, with a gently curving surface.

The new Parker Magnetix sets are available with a choice of desk pen, Parker ball point or mechanical pencil. The latter two writing instruments are newly



designed to match perfectly the Parker desk pen. And, among the accessories for the onyx and jet crystal bases is a powerful transistor radio.

Each year \$500 million in merchandise is produced just to supply the needs of the trading stamp industry, according to Sperry & Hutchinson Co., which pioneered S & H Green Stamps 63 years ago. Production and distribution of this merchandise to redemption stores provides full-time employment for about 90,000 persons, says the firm.

U.S. industry, faced with growing trade restrictions, is moving rapidly abroad. Today, of the 100 largest U.S. companies (based on sales), 99 have some kind of overseas operation. These include oil, steel, autos, rubber, business machines, chemicals, drugs, food products, electrical equipment and a multiplicity of other products.

Parker Pen, while far from being one of the United States' 100 largest companies, is and has long been a leader in foreign trade circles. Of its 17 wholly or partially-owned subsidiaries, 12 are located outside of the United States.

Our hat is off to Robert C. Haines, of L. B. Herr & Son, Lancaster, Pa., for his gratuitousness. A Herr display window won a first place award in Parker's National Christmas Display Contest. Mr. Haines wrote to advise that the \$365 Zenith Stereo Hi-Fi console which was won should be shipped to the individual responsible for design of the window -- a 17-year-old high school junior and part-time employe, William T. Byrd, Jr., of Lancaster.

Clips: Of the 20,000 bills introduced in Congress last session, only about 1,200 were enacted into law. ... U.S. private investment abroad reached \$37 billion in 1957. ... For the first time, the nation's white-collar workers now outnumber laborers by 25.5 million to 25 million, according to Newsweek magazine. ... And they're people who carry their lunches in briefcases instead of pails, says a local wag. ... Neison Harris, who will step down from the presidency of Paper Mate in mid-March, expects sales of ball point pens in the U.S. to increase by 10 per cent over 1958. And French penmaker Marcel Bich (Waterman-Bic) says we are "only on the threshold of the ball point era." ... In France, a father is suing his local school board because his daughters were expelled for using ball points in their school work. ... Ed London in Photo Dealer says: "Your windows are your face to the passing public, no matter what the character of your location." ... Anyone looking for a top-performing Parker Duofold set? An Air Force Colonel has one he'll sell. Write to Editor, Parkergrams USA, Parker Pen, Janesville.

Cordially,

The Parker Pen Company



31 MAR 1959



Parkergrams

U.S.A.

Sixty-Third Year of Publication
April, 1959

Dear Friend:

"Parker helps future sales by teaching school children the value of good penmanship." That's the way the advertising and marketing oracle, Printers' Ink, leads off an article on Parker Pen's educational aids program in its Feb. 20 issue. Educators, says the magazine, estimate that more than \$50,000,000 is spent annually on promotional materials for students. Teachers label these items "free junk."

But, states the magazine, "...The Parker Pen Company has shown that a company can reach the student market with a public relations program that is relatively inexpensive and yet is acceptable to both teachers and students.

Parker's "Pen Party Program" has cost about \$30,000 during its three years and this figure includes \$4,000 for reprinting 10,000 kits that will be used next spring and during the 1959-1960 school years. It also includes advertising and administrative costs.

Several thousand letters and cards of thanks have been received from teachers who have employed the "Pen Party Program" in their classes. Said one: "It's the greatest aid to letter-writing since the day of the Pony Express."

Since Sept. 1956, over 13,000 teachers and 412,000 students have participated in the program. By next spring, the company expects these figures to reach 20,000 teachers and 600,000 students who have enjoyed "Pen Partying."

Parker Pen made news in four other trade magazines in February. Advertising Age carried a note on the tremendously successful Parker Minim advertisement. Modern Stationer had a story which extensively quoted George Parker, director of domestic sales, on the subject of Fair Trade. American Druggist published an article explaining the details of Parker's Retailer Franchise program. And Mediascope did a two-page piece on the company's new centralized advertising department.

Management consultant Frank J. Waldenfels presented a "cure-all for clerks" to the recent National Retail Merchants Association conference in New York. He said nothing is wrong with the average department store clerk that a good incentive plan won't cure. "Without incentive," he said, "we use only the feet of the women salespeople -- not their brains."



The Illinois office of Parker Pen Service, Inc. has moved from 36 South State Street in Chicago to 108 South State Road in Arlington Heights. Managing the branch will be an old PPSI hand, Jerry Trickle, who promises faster pen service than his name might imply. The office will handle all pen repairs for consumers and retailers in Wisconsin and Illinois.

The Handwriting Foundation is considering a new tack, without abandoning its old course toward improved legibility in America. At a meeting in New York on March 20, key PR specialists from the writing instrument industry discussed recommendations designed to stimulate a direct awareness and acceptance of handwriting equipment.

The meeting was planned and approved by the Foundation's board of directors which felt that a second phase of promotion is necessary if the Foundation is to continue to gain financial support from the industry members who underwrite its activities.

John Mack, U.S. Division assistant general manager, and Roger Axtell, assistant public relations director, represented Parker Pen at the March meeting.

George Parker, director of domestic sales, spells Fair Trade with capital letters, and without, and tells why in a recent article in Modern Stationer. "When capitalized," he writes, "Fair Trade means the codified version as stated in state Fair Trade Acts. Spelled 'fair trade' it's more abstract; it means the concept or ethics of trading fairly."

Parker explained the company's position regarding "fair trade" (not capitalized). "From a 'fair trade' standpoint, we have long adhered to a quid pro quo policy. That is, something for something, a fair profit for quality received. This philosophy is based on some over-used but under-developed merchandising words like 'service', 'confidence' and 'quality'. This idea of 'fair trade' is age-old, dating back to the market place in Jerusalem, and is too often forgotten today in the scurry for a quick profit.

"From a 'Fair Trade' standpoint, Parker has provided more than mere lip service," he wrote, outlining Parker Franchise program, reduction of distribution, and the costs of these steps.

"Parker seeks no privileged protection," he stated, "but we hold there is a need for balance in commerce as in every-day life. Such balance is tipped dramatically when price-cutters use seemingly insignificant practices such as bait and leader pricing. While we must utilize laws and codes to help implement our economic system, it would be well to begin -- or return, if you will -- to some basic practices of ethics."

Something to think about: "...If one contrasts the clearness, simplicity and beauty of the script of a Washington, a Franklin or a Lincoln, for example, with the scrawl of the average modern business or professional man, one is led to



speculate whether the writing of the earlier generations does not reflect a composure that we have lost. They lived in an era of as great stress and strain as ours, but they seemed to know better how to bear it." This from the foreword to Claire Slote's book, "Improve Your Handwriting", which was written by Dr. Frank N. Freeman, chairman of the Handwriting Foundation's advisory committee.

Twenty-eight is the number! This month Parker joins the trade publication field as a major advertiser. Decisions have been made committing the company to product plugs in Geyers Dealers Topics, National Stationer, Modern Stationer, National Jeweler, Variety Store Merchant, Chain Store Age, Department Store Economist, DSC Buying Guide, McKesson Profitunities, plus a host of military and premium and industrial sales publications. How many ads? How often? Watch the magazines and count 'em.

Franchised dealers said they wanted a new Parker Jotter refill package! Without 20-20 vision and contact boosters, said one retailer, you can't read the color and point size. Well, maybe it wasn't that bad, but Parker's package men took a second look at their creation and found the love gone. A new package design quickly followed.

Now, Parker is shipping Jotter refills in bright new wrappers. The refills are skin-packed, like the old ones, but the cards are bigger. And there's BIG identification of point size and color. As an added plus, the designers say the cards are printed in colors that match the ink colors.

Would you like to learn how to kill sales? Here are several ways: Be too breezy, too superior. Talk too much and too long. Make commitments you can't keep. Criticize and fail to give service. Don't know your products. You can probably think of many more.

Consumers will find self-service a pleasure with five new counter-top merchandise dispensers designed by Parker specialists. One is a three-sided tower holding Debutante Jotter and standard T-Ball Jotter ballpoints, Writefine pencils, and Pardner sets.

Then, there are four counter cards, individually color-styled on the same form. One holds Debs and Custom T-Ball Jotter ball pens. One holds the all-metal Custom models only. Another sells only the standard T-Ball Jotter ball pens. And the fourth sells only the Debutante series. A fifth card, individually styled, holds ball point refills.

Eighty-five per cent of U.S. homes have at least one television receiver, according to latest statistics. And 90% of the population is within range of at least one station! In scheduling Parker's T-Ball Jotter spot TV advertising, time-buyers picked the top 25 markets (to give the greatest coverage). Here they are:

New York, Chicago, Los Angeles, San Francisco, Philadelphia, Boston, Detroit,



Miami, Cleveland, Washington, Minneapolis-St. Paul, Baltimore, Milwaukee, St. Louis, Dallas-Ft. Worth, Pittsburgh, Seattle-Tacoma, Portland, Houston-Galveston, Kansas City, Cincinnati, San Antonio, Columbus, San Diego and New Orleans.

The first of the Norman Rockwell series of advertisements for Parker will appear in the May 9 issue of SatEvePost and in the June Reader's Digest. It features a young daughter giving daddy a fine birthday gift -- a Parker 61 pen, naturally -- as the rest of the family looks on.

"How 'bout that little Janie of mine!" reads the headline. "She gave me a Parker 61 -- the one pen a man really hopes to own someday."

Clips: Prestige is the prime mover which makes a woman buy, the recent National Retail Merchants Association convention was told. Words by Janet Wolff, author of "What Makes Women Buy". ... Parker back-to-school promotional material is in the finished art stage. It is said to be the season's most unusual "custom tailoring for retail selling." That's all on that for now. ... One out of every six working Americans (11 million in all) is employed by federal, state and local governments. Your taxes pay their wages. ... The Eversharp Pen Company is talking with Chicago-based advertising agencies after leaving the Benton & Bowles stable of clients (by mutual agreement). ... "God" stamps are being given by retailers in Plattsmouth, Neb., with the communities 17 churches as beneficiaries. ... Bob Hope, appearing on TV musical-variety "Frances Langford Presents" in mid-March, gave a happy plug to Parker Pen.

The Russians will see feminine-styled ball points by Parker Pen at a gigantic exposition of selected U.S. products to be sponsored this Summer by the State Department. The exhibit opens in Moscow on July 4. In addition to the Princess, Minim, and V.I.R. Jotter ball pen, Muscovites will view Parker's design award-winning LL pencil.

Gillette Co. reported a generally good year. There was one footnote and it came from Boone Gross, president, and it concerned Paper Mate: "...results were at a level below that which we consider satisfactory. Substantial progress was made in both product development and organization and we are confident of the early realization of Paper Mate's profit potential."

Cordially,

The Parker Pen Company



1 MAY 1959



Parkergrams

U.S.A.

Sixty-Third Year of Publication
May, 1959

Dear Friend:

Enough thinking to short-circuit Univac went into the creation of the Parker Franchise program. So, it ought to work wonders for pen retailers -- and it does! Take the case of a large Eastern department store.

In 1956, this store did a usual-type business with Parker -- \$16,000 in sales, to be specific. Then, they decided to feature Parker and promote the product as suggested by the Franchise.

In 1957, Parker sales in the store skyrocketed 100 per cent to \$32,000. And in 1958, sales of Parker products reached \$40,000.

And how did this make the store management feel? "The Parker Franchise," said a v.p., "has pointed the way. Our store policy from now on is to favor the manufacturer who is willing to fight to build the profits of our store."

Said the merchandise manager: "We will spend money and devote major floor space to promote Parker products because Parker has demonstrated its sincerity in helping us."

Said the buyer: "I didn't believe it could happen. Full profit on Parker makes me look smarter than I am."

And said a salesgirl: "Selling Parker is much easier now because we do not have to defend our prices. I know that Parker is sold at the same price everywhere."

Limber up your index finger for some fast cash register punching. The National Committee on the Observance of Mother's Day estimates that gift sales for the period will hit \$900,000,000! Some 55,000,000 families, says the committee, will spend an average of \$17 to honor grandmothers, mothers and mothers-in-law.

And since most of these dear ladies live writing distance away from their offspring, promotion wise franchised dealers will see grand sales possibilities in pushing the perfect pen for writing -- a Parker (naturally).



James H. Schwabacher Jr., who was elected president of San Francisco's famed Schwabacher-Frey Company in January, is also a successful operatic tenor. He has sung leading and supporting roles with the San Francisco Opera Company and has appeared as soloist with such orchestras as the Cincinnati and San Francisco Symphony orchestras.

The talent of Norman Rockwell is put to use as the center of promotional efforts for the Parker 61 pen during May and June. Five of Rockwell's most famous SatEve-Post covers are pyramided over an enlarged illustration from the first Rockwell ad for Parker, which appeared in the Post's May 9 issue.

The display is big and specially designed for window display. And, in addition, retailers can obtain tie-in newspaper ad mats which feature a line drawn version of the Rockwell illustration. These are available in 150, 300 and 450 lines.

Radio's 25-year-man Don McNeill is featured in a new 9 by 12 counter card (printed in two colors). He's holding a Parker 61 set and speaks from a copy balloon: "The most treasured gift of all ... a Parker 61 pen."

The Handwriting Foundation last month gathered together from the industry top men in the fields of public relations, advertising and merchandising to discuss ways and means to turn the Foundation in the direction of promoting the pen, itself, without losing touch with efforts to improve the nation's recognized failing, unrecognizable handwriting.

Results on the surface were difficult to define. But underneath there was growing favor for an idea called "Pens for Peace Day." Object: To encourage international interchange of letters. Possibility: A year around letter writing promotion campaign might become a part of the Foundation's general program.

Nation's Business says (April issue) to be believed you should: Be truthful, factual, candid, plausible, realistic, a semanticist, constructive and trustworthy.

Ever have a day when everything seemed to fall into line and living was no effort at all? Well, that's somewhat the feeling retailers are experiencing with the new Parker ball pen refill rack on their countertops.

Merchandising specialists in Janesville, not content with merely redesigning the refill skinpack alone, have created a tower which suspends a full gross of refills. Shaped like a giant refill, itself, the tower has a header card which can be replaced to give extra attention to seasonal promotions.

The present header tells your customers that this is a refill "for all Parker ballpoint pens" with the "exclusive textured and porous T-Ball point (that) assures constant ink supply at the writing point." It also calls specific



attention to Parker's unique product claim: "One full year of skip-proof writing guaranteed." Details on registration certificate.

The one gross capacity is adequate to display and dispense a good selection of Parker's five ink colors and four point sizes.

Ask Sidney Goldsmith of Chicago the meaning of automation and he will tell you. Sidney, brothers Leo and Myron, and brother-in-law Lloyd Yale, manage the Lag Drug Company Inc., which occupies a neat, modern structure at 2700 W. 50th St., a building that sparkles with automation.

Inside the specially designed 85,000-square-foot structure routine is governed by IBM punch cards, electronic computers, robots which mindfully follow white lines on the floor, and radio controlled doors. And it's all dedicated to "...the most wonderful person in the world -- the pharmacists."

The brothers ventured into drug wholesaling 25 years ago with a small amount of capital, big hopes, and about 10 feet of shelving. Today that shelving has expanded to 37,500 linear feet packed with thousands of drug items arranged in alphabetical order. And under the P's you will find Parker pens.

Shopper pilferage is only a small part of total stock shortages, says E. B. Weiss, merchandising specialist for Advertising Age. "Employee pilferage is several times larger than shopper pilferage," he said. According to Weiss, employee pilferage is not limited to lower-rank employees; executives do it, too, and worse. But, most important, poor accounting, poor control, and poor management policies account for a larger share of stock shrinkage than both shopper and employee pilferage combined.

Antonio Stradivari couldn't have written us a more flattering letter. "We are ... getting ready for a program designed to stress the quality of our product. Do you have any printed material which shows how your company promotes quality among the public and dealers? As a firm whose reputation for quality is well known, your assistance will be appreciated." The letter came from Jeffrey S. Wetrich, of The Watchmakers of Switzerland Information Center, New York.

And speaking of Parker quality, more than style and workmanship is implied. Quality of materials is also intended. Example: T-Balls have about the same value as pure gold! Actually, 120% on basis of weight and 90% on a volume basis.

And, for the record, the Octanium metal used for pen points in lower priced Parker fountain pens is more costly than silver.

Sell this idea to your local industries -- and reap the profit! A. O. Smith, Milwaukee, will offer Parker T-Ball Jotter ball pens to all employees who submit ideas to the firm's suggestion program during the week of May 18. This pen prize is in addition to any cash bonus an idea might win.



Incentive awards such as this are not new. Industry and business in general have employed them for a long time. But franchised dealers have a golden opportunity to expand their sales by providing the necessary quality appeal found in Parker products.

It took seven years of research and a \$50,000,000 investment to brew a cup of coffee that would satisfy the top brass of Stouffer's Restaurants! The time and effort went into developing a coffee urn that makes coffee "just right" -- not too hot or too cold, too bitter or too sweet. And, do you want to know the secret? It lies in a low temperature during the brewing process.

February retail sales continued at a high level, according to Commerce Department figures. The adjusted total for that month was \$17.5 billion, a rise of about \$100 million from the previous month and just below the record set in December.

Department store sales, meanwhile, were reported at five per cent above sales of a year ago. This was for the week ending March 7.

Still the fastest-growing merchandising trend in the drug trade is self-service. Thirty-four per cent of all drug stores now have it. That is one out of three compared with one in 10 just six years ago!

Clips: Parker Jotter pens under \$5.00 will soon begin bearing price markings printed on the barrel with a rub off type ink. ... Here is something of a record. General Motors' annual report lists a v.p. with 72 years of service. He is R. Samuel McLaughlin, chairman of GM of Canada. ... The Post Office Department bought 600,000 ball pens and 1,700,000 refills last year. The Department paid 6.6 cents apiece. ... A whopping \$315,515,874 was spent on advertising by the top-ten advertisers in the U.S. in 1958. Procter & Gamble headed the pack with an expenditure of \$58,451,015. ... The writing equipment and lighter industries paid a total of \$8,964,000 in federal excises in 1958. This is up \$4 million over 1954, but down \$5 million from the record 1957. ... Senator O'Mahoney has introduced a bill which would make it illegal for a manufacturer to sell his product at the same price to a direct buying retailer and a wholesaler. ... Time was when a man missed a stagecoach, he was content to wait a day or two until the next one. Now, he's miffed if he misses one section of a revolving door.

Cordially,

The Parker Pen Company



Sixty-Third Year of Publication
June, 1959

Dear Friend:

The writing equipment industry in the U.S. exported \$20,940,158 worth of fountain pens, ball pens, and related products in 1958, according to figures released by the Department of Commerce. Fountain pens retained their lead over ball pens in dollar value -- \$6,770,673 to \$5,313,424. Canada was the biggest customer. Our northern neighbor bought 669,672 fountain pens, 8,592,576 ball pens, and \$394,299 worth of refills.

U.S. imports of writing instruments and parts totaled just over one million units in 1958. These were valued at \$289,000, a gain of 21% over 1957. West Germany shipped the greatest quantity.

For the first time in 19 years, Parker Pen has issued a consolidated annual report for all wholly-owned subsidiaries. And while 1958 earnings were termed "less than satisfactory," vast progress over the past two decades is shown.

In 1940, total world sales were about \$5.6 million. Last year, world sales reached \$33 million. The company's net worth in 1940 was just over \$4 million; at the end of the last fiscal year it was \$24.5 million.

Ken Bowman, of Ken's for Pens, Lincoln, Neb., read the provocative piece on "how to kill sales" in Parkergrams USA for April and dashed off a note to Janesville: "Most retail personnel I have dealt with," he said, "know enough ways to 'kill sales,' and could more greatly profit from concise suggestions on, 'how to make sales'."

Coincidentally, Parker's "prime supplier" selling plan is just that, a program on "how to make sales!" It has two sides; things for the Franchised dealer to do and things Parker does to help.

The dealer (1) makes Parker his prime writing instrument supplier; (2) uses continuing window displays and tie-ins with seasonal promotions; (3) goes all out for in-store displays for all Parker promotions; (4) alerts all sales



personnel to all Parker promotions; (5) schedules special clerk training programs in the store; (6) allocates majority of all interior displays to Parker merchandise; (7) allocates majority of all window displays (or more at peak promotion periods) to Parker; (8) discusses plans for and merchandising for Parker case units, if needed; (9) establishes with his Parker Account Manager an inventory control and set purchases to accomplish volume objectives.

And Parker does this: (1) Provides full profit protection, wherever lawful, on Parker products under the Franchise agreement. (2) Projects annual net volume for 12-months on all writing instrument brands. (3) Sets up a basic minimum inventory control. (4) Sets up periodic checks of complete inventory. (5) Plans and carries out special clerk training programs on how to sell writing instruments. (6) Sets up cooperative advertising programs as such funds are available. (7) Supplies sales personnel complete information on special Parker promotions, local as well as national. (8) Supplies complete display assistance -- materials and supervision.

On April 3, Parker Pen successfully negotiated the purchase of minority interest in Eversharp Australia, thus obtaining full ownership of the subsidiary. A two-man team was sent to Australia to buy minority shares not obtained in the original purchase which gave Eversharp Pen to The Parker Pen Company.

Philip Hull, manufacturing vice president, has been named president of The Parker Pen Co., Ltd., Toronto, Canada. He succeeds R. O. Pennington, whose retirement climaxes nearly 25 years of service with the Canadian subsidiary.

Since joining Parker in 1934, Hull has been a machine operator, industrial designer, supervisor, foreman, superintendent, general superintendent, works manager, and director of research and development. In 1957 he became a member of the company's International Management Staff.

Pennington remains in a consulting capacity.

Newspaper advertising is beloved by retailers because it gives its message locally to local people. And, according to American Newspaper Publishers Association figures, The Parker Pen Company, with its Eversharp Division, spent more to advertise writing instruments in local newspapers in 1958 than any other single company in the industry (and almost as much as the next two combined).

The Company's total expenditure for newspaper advertising last year was reported at \$465,779. Sheaffer was next with \$348,259, and was followed by Scripto (\$130,640), Paper Mate (\$59,355), and Waterman (\$32,415).



The Publishers Association statistics were collected from 976 weekday news-papers representing 87% of the total daily U.S. circulation and 379 Sunday papers with 95.9% of Sunday circulation.

Buying on the installment plan is currently being tested in two cities in the Soviet Union. Residents of Nikolaev and Stalino can buy with 20 per cent down and six months to pay. To gain a credit rating, a customer must have a letter of recommendation from the trade union or organization where he is employed.

"The most compatible ink on the market," says Dr. Galen Sayler, chief chemist of The Parker Pen Company and developer of the new Super Quink. "Mix it with any acid ink on the market, ours or other people's, and it will not form a pen-clogging sediment. We made it that way!"

So now the writing fluid business enters a new era. Super Quink, packaged in a beautiful dark blue, diamond-shaped bottle was specially created for capillary pens, but works wonderfully in all pens. It sheds from the filler of a Parker 61 pen better than any other ink. It has all of the color brilliance achieved in the now obsolete Superchrome ink.

Do you know how much it costs to move a customer through your store? To find out, take your weekly operating costs and divide by the total customer count. A firm in Michigan learned that it cost 87 cents per customer!

Prestige of the Handwriting Foundation is growing. The University of Wisconsin will host the annual meeting of the Foundation in September, it has been announced. Preparations are now under way.

Meanwhile, the Foundation has approved plans to produce a booklet on handwriting for left-handed people.

Consumers who dream of being scooted along through shopping centers, just as they are on escalators, will soon get their wish. Otis Elevator has made the moving sidewalk practical and a San Diego hotel is the first to install what Otis calls the "Travolator."

Almost everyone is predicting bigger sales volume in 1959. Of 1,542 business executives interviewed in Dun & Bradstreet's most recent compilation of opinion, 77 per cent felt their sales would be higher than a year ago. Another 20 per cent predicted no change and only 3 per cent foresaw lower sales volume in 1959.



Wholesalers were even more cheerful of the future. Seventy-eight per cent of those interviewed anticipated greater sales in 1959 than in 1958.

Meanwhile, business expects to invest \$32 billion in new equipment and plants in the year ahead -- 4 per cent more than last year.

The May and June issues of National Jeweler magazine will carry an article on Fair Trade by San Francisco attorney Stanley Weigel (the man who helped draft Parker's franchise program). It clears up much of the legal muddle and presents the current status in interesting readable form. This is recommended reading for jewelers (and others interested in fair profit on the products they sell).

The writing instrument market grows bigger and bigger and bigger! The total population of the United States was about 175,994,000 on February 1 of this year. That is a 16.5 per cent increase (24,861,000) since April of 1950, and about 3,038,000 more people than at the same time last year.

In January, an estimated 352,000 babies were born in the U.S. Five years from now, these youngsters begin to learn to write!

Clips: Waterman Pen has rejoined the Howard Advertising Agency after a 30-year separation. ... There are 77,479,945 television receivers in the world. ... The June issue of Esquire featured (as the ideal gift for Dad) the Parker Transistor Radio desk set. ... In May, the Post Office Department opened bids on 440,000 ball pen barrels. ... Total consumer credit outstanding at the beginning of the year amounted to \$44,415,000,000, according to the Federal Reserve Board. ... In Vienna, phone subscribers can dial a number and hear recitations of fairy tales and singing of children's songs -- a mechanical baby sitter. Other services available at the touch of the dial include medical hints, help with a child's homework, dictation for shorthand practice, and aid in doing crossword puzzles. ... Money in circulation at the close of 1958 amounted to \$32.2 billion -- spread evenly, it would come to \$183.33 for every American, adult or child.

Cordially,

The Parker Pen Company



Sixty-Third Year of Publication
July, 1959

Dear Friend:

In May we reported that the observance of Mother's Day would mean \$900 million in retail gift sales. This month, the Federal Reserve Board stated that Mother's Day has outdistanced Easter as the No. 2 selling season for department stores. Moral: Plan now for next year.

A management committee has been named by the Fountain Pen & Mechanical Pencil Manufacturers' Association to make specific recommendations on specifications and minimum standards needed by the industry for ball pen inks and cartridges. An earlier committee composed of chemists gathered basic information necessary for such decisions.

Serving as a member of the committee is Parker's John Mack, vice president and assistant general manager of the U.S. Division. E. F. Buryan, marketing v.p. of Sheaffer Pen, is chairman.

If you sell Thermo-Fax (or if you just sell to people who have them) here is good news! Parker has introduced a ball pen refill called the Repro-Riter heralded as "a reproducing ink cartridge for Thermo-Fax and other office reproducing equipment."

The ink in the Repro-Riter cartridge (which fits only the Parker Jotter) was specially formulated for use with office copying equipment which uses the heat-sensitive principle for reproduction.

Its blue ink, however, has the intensity to make the Repro-Riter perfect for all types of office reproducing machines.

So, if you sell office copying equipment, your natural tie-in sale is a quantity of Parker T-Ball Jotter pens loaded with the new Repro-Riter.

Americans can now have a magazine they can listen to! Called Echo, it has five-minute recordings stitched into a magazine format. Initial circulation 18,000



(compared with the original French audio magazine, Sonorama, which has a European circulation of 250,000).

In other publishing quarters, SatEvePost and Look are making it possible for advertisers to place advertising in regional issues, rather than going nationwide.

When Premium and Industrial Sales Manager Russell Livingston sent out gummed correction stickers for a catalog sheet, he received (by return mail) an impassioned reply: "Have you tasted them? Two of our girls nearly passed out from the bitter taste ... You have just created, believe it or not, a deadly poison for the eradication of competitors!"

New Yorker-Folklorist Tony Schwartz captures on tape the sounds of machines and human chatter that explode upward from crowded streets in his city, then assembles them on records. On one of his recent releases you listen in as a Times Square pitchman sells a pen: "If my physiognomy is not too conspicuous to be comprehended, I'm gonna clarify ... You can write Yiddish, you can write English, you can print, you can sketch with this very same pen."

Naval H. Tata, senior director of Tata Industries of India, visited Janesville for nine days in early June as the guest of Daniel Parker, executive vice president of Parker Pen. Tata Industries encompasses many fields, including steel production, textile manufacture, hydro-electric power and an airline.

The purpose of his stay was to study the American industrial environment. He discussed all phases of business activity with Parker officials and made several field trips to nearby industries, schools and colleges, Parker's advertising agency, and metropolitan news media.

The U.S. Department of Labor observed the Tata visit and its results because of its uniqueness and possible pattern making.

"Retailer-of-the-Year" is the highest tribute paid by the Brand Names Foundation. This year, that honor went to Stanley B. Kahn, Kahn Jewelers, Inc., Pine Bluff, Arkansas, who incidentally is a Franchised Parker dealer.

The ideal pen for writing suicide notes is being manufactured in Germany. The user writes his farewell with one end and shoots himself with the other. That's right -- it is a combination pen and single shot pistol.



It was invented as a protective device in 1957 when highway holdups were frequent on Germany's autobahns. The device, aside from its duties as a ball-writing tool, can fire a small tear gas cartridge, a blank cartridge, a fumes cartridge to knock out an attacker, a tiny signal rocket, or a live .22 calibre bullet.

New York's millions who ride the subway system will see Parker T-Ball Jotter advertising on side-panel cards for the first time in September. Advertising people here have contracted for space during that month of school openings. Cost of space alone is \$6,580.

Eversharp Pen is doing a healthy business in ball pen refills with the United States Post Office Department, according to C. G. Heath, managing director. For the second time in succession, Eversharp has won a contract to supply the Department with a half-million refills.

If you earned \$5,000 in 1939 you have to earn \$12,113 this year to come up with equal purchasing power. That's the picture painted by the National Industrial Conference Board. Federal taxes and inflation have taken the toll in the interim.

The board reports that a husband and father of two who earns \$7,035 a year today can purchase only as much as his counterpart who earned \$3,000 in 1939. Taxes in '39 amounted to \$30; now taxes take \$846 from this wage and inflation has robbed him of another \$3,219.

How can you tell if a Parker 61 pen is full or empty? There is a simple method. An unfilled 61 pen, with barrel and cap removed, will lie with its filling end high off the counter. Filled, the capillary cell will drop to the surface, raising the point into the air. Try it when demonstrating the automatic filling of a 61.

"Macy may not tell Gimbel, but Parker tells dealers how to sell Sheaffer pens in Washington, D.C.," states the opening sentence of an article in Modern Stationer magazine for May. It adds, "And it's profitable for Parker and Sheaffer!" The story, if you haven't guessed, is about a Sheaffer Pen representative named (of all things) Jack Parker.

A good teaser is still one of the most valuable sales tools. Recently a store in Topeka, Kansas, seated a young college student in sport clothes and lawn chair on the sidewalk in front of the shop. Curious passers-by were told that he wanted to be first in line for the big sale beginning the next day.



He answered the same question hundreds of times with this result: 1000 people showed up at opening time the following morning.

Here's a look into the future. By 1970 the U.S. will need a million more talented and well-trained salesmen to move the nation's products, or the \$600 billion national economy predicted for that year will be stifled by over-production.

The salesmen will be aided by the fact that there will be 30 million more people in the U.S. with \$170 billion more to spend.

But no one need wait for 1970 to start selling gifts (such as pens). Despite our meager 170 million current population, we Americans either publicly or secretly observe close to 500,000 birthdays every day, enter into two million marriages every year and graduate five million youngsters every June.

Clips: The Parker LL pencil refill has been improved to provide darker writing, better flow, longer shelf-life, better erasure, and more protection against leakage. ... The Homo sapiens population of the world is roughly 2.8 billion, according to U.N. estimates. We have been increasing at a rate of 100,000 per day. ... In May we said "It took seven years of research and a \$50,000,000 investment" to develop a coffee urn for Stouffer's Restaurants. The figure looked funny, so we checked with J. Walter Thompson, source of the information. JWT confessed error, commenting that the last three zeros meant little by themselves, BUT! ... Parker's Eversharp Pen Division has selected Compton (New York) as its new advertising agency, replacing Benton & Bowles (New York). ... More than 4,000,000 thrifty youngsters in 12,000 schools in the U.S. have a total of \$157 million on deposit in school savings accounts. Average account: \$36. ... Ten thousand books have been written on Contract Bridge in its 30 some years of existence. ... The Handwriting Foundation, of which Parker is a leading sponsor, has provided Reader's Digest with material for an article on the handwriting problem in schools. Remember and read it in the November issue, when it comes out. ... A sign making the rounds of neighborhood taverns reads: "For the man who drinks for himself."

Cordially,

The Parker Pen Company



8 SEP 1959

AM 5



Parkergrams

U.S.A.

Sixty-Third Year of Publication

September, 1959

Dear Friend:

It began with a series of "teaser" mailings. Parker franchised dealers knew something new was coming, but they could not know from whom! Then the news broke. Parker Pen was introducing the first Jet Age pen -- the Parker 61 Jet Fighter.

Tested by United Air Lines in actual jet flight in their Douglas DC-8 Jet Mainliner, the 61 Jet Fighter met and surpassed every performance standard -- at 40,000 feet.

Said I. E. Sommermeyer, vice president of flight operations for United Air Lines: "After examining actual test results, I can say this exciting new Parker pen measures up in full to the exacting standards of quality and performance that United demands of the equipment we operate."

The Parker 61 Jet Fighter even looks like a super jet airliner! It is finished in satin-smooth Lustraloy giving it the sleek, slim appearance of a DC-8. This "family" resemblance is carried out in new banners and point-of-purchase display cards which show the Parker 61 Jet Fighter pen against a silhouette of the big Douglas jet.

The administrative functions of The Eversharp Pen Company have been transferred to the home offices of The Parker Pen Company in Janesville. Eversharp's building in Arlington Heights, Ill., was vacated on September 1. Merchandise handling and shipping operations, previously conducted at Arlington Heights, were moved to Eversharp's manufacturing facility in Culver City, Calif. The move makes it possible for Eversharp's management to take greater advantage of staffing and equipment available in Janesville.

With the integration, several organizational changes were effected. Leading the list, George Parker was named general manager of Parker Pen in the United States. He had been directing Parker's domestic sales division. Reporting to him are John G. Mack and C. G. Heath, named Parker brand manager and Eversharp brand manager, respectively. Mack at one time directed Parker domestic sales and more recently served as assistant general manager. Heath has been associated with Eversharp for several years.

Stepping into the position of director of domestic sales is David H. Gullett, who was plans and policy director at the time of his appointment.



Parker Pen kicked off a continuing employe service recognition program with a banquet on Aug. 11. Two-hundred and twenty of 248 employes with 25 years or more company service attended the dinner and received lapel pins. The agregate years of service of those present was 7,900!

It is not bad business to be your own "best" customer! Fact is, in the pen department such a policy pays dividends in the form of greater dollar volume.

We're not recommending that clerks and management loot the department nightly. But we do recommend that they use and carry the best writing instrument available to them. Conducting pen department business with a 39-cent throw-away ball pen is rather like wearing blue jeans to a wedding. It distracts attention from the main item on the agenda.

The main item on the agenda for every pen department should be the sale of its higher priced lines. That's where the profit is -- particularly if it is a line with built-in profit guarantee! Franchised dealers will know the brand name.

Parker Mexicana, S.A. (Parker's Mexican subsidiary) recently established its first Jotter T-Ball refill production with the assistance of two people from Janesville, Reinheart Zirbel and Lawrence Peck.

At San Antonio (Tex.) on their return route, the pair encountered movie celebrity John Wayne in the air terminal coffee shop. Peck presented Wayne with a Parker Jotter ball pen when it became evident that the star was caught amid a growing circle of fans without an autographing tool. Drawing his trusty vocabulary, cowboy Wayne shot Peck full of compliments.

Headquarters for Parker's industrial and premium sales activities has been transferred from Janesville to Culver City, Calif. Russell Livingston, manager of this phase of Parker's business, moved his office to the West Coast in August.

The object of the move was to consolidate both administration and production imprinting at the manufacturing facility of The Eversharp Pen Company, a Parker division. Livingston will also direct Eversharp industrial and premium sales. The address (for dealers interested in this lucrative business) is Industrial-Premium Sales Division, The Parker Pen Company, 8510 Warner Drive, Culver City, Calif.

A Brooklyn college professor has established a science in which almost everyone is an authority. He calls it the Science of Thermodamnics -- the study of "the innate cussedness of things."

The Laws of Thermodamnics are many and varied. Classic is this one: A spoon always sends grapefruit juice in one direction. And another, light a cigaret with your last match and the wind blows.



Does this one sound familiar? Drop a pen with the cap off and it will land on its point. Or, plan a major selling event and it rains. These are Thermodynamics laws from the pen department.

The Handwriting Foundation has produced another in a series of booklets dedicated to legibility in handwriting. The pamphlet titled "For Lefties Only" advises left-handed youngsters not to try to imitate their right-handed brothers and sisters.

The booklet provides suggestions for the development of a good, clear handwriting adaptable to lefties. The Foundation reports that requests for "For Lefties Only" are pouring in to its Washington headquarters. Cost: 15 cents.

Alexander Lieb, of Sherman Oaks, Calif., possesses the personal pen of Nikita Khrushchev. It was handed to him by the Russian premier during a recent reunion of Allied and Russian soldiers who met at the Alb River during World War II.

Khrushchev was giving autographs and Lieb was last in line. He handed the premier an American-made ball pen and in return, Mr. K. gave his personal pen with the explanation: "I am sorry but I do not use a Russian pen, but rather an American one." The pen is a Parker 61!

Stationers will have an opportunity to see the pen at the National Stationery and Office Equipment show in September. It was also displayed in the Parker exhibit at the Wisconsin State Fair.

If you sell Thermo-Fax (or if you just sell to people who have them) here is good news! Parker has introduced a ball pen refill called the Repro-Riter heralded as "a reproducing ink cartridge for Thermo-Fax and other office reproducing equipment."

The ink in the Repro-Riter cartridge (which fits only the Parker ball point) was specially formulated for use with office copying equipment which uses the heat-sensitive principle for reproduction. Its blue ink, however, has the intensity to make the Repro-Riter perfect for all types of office reproducing machines.

So, if you sell office copying equipment, your natural tie-in sale is a quantity of Parker T-Ball ball points loaded with the new Repro-Riter cartridge.

We get letters: Your Parkergrams for June states there are now 77,479,945 television sets in the world. Wish to advise that you are mistaken, there are only 77,479,944 as I did not trade in my old set but destroyed it myself and now use the cabinet to house the sound system for the second half of my stereo phono-tape recording unit. Signed: Charlie C. Peterson, Jeweler, Gladwin, Michigan.

Art lovers in Paris can now drop a coin in a slot and set into motion a Swiss-invented machine which turns out abstract paintings. Total time for one painting (which the customer takes with him) is three minutes.



Parker Pen Service Inc. has a new director. John Francis, named assistant to the director of domestic sales, is succeeded by Henry Prust, former assistant sales administrator. In his new position, Prust will direct the activities of a dozen Parker Pen Service offices across the nation.

Stewart's Pen Shop in San Diego, Calif., has a promotion going which will award a Go-Kart to some lucky youngster on Sept. 30. All that is required is that the child registering for the contest be accompanied to the store by a parent. With carting solidly installed as an exciting sport, Stewart's has hooked its star to a fast wagon.

This is a promotion others can use. Carting is spreading through the Midwest and is heading East. Parker recently constructed a carting course near its Arrow Park plant. The community has welcomed the program.

Clips: The University of Michigan concluded from a recent study that people with allergies are four and five-eighths per cent brighter than non-allergics. ... Sheaffer Pen will come up with another one-time advertising shot this fall. The program is one of several "specials" being produced by NBC at a regular time on Sunday night.. ... New telephone numbers for Parker New York office adjuncts: Service Department - Judson 6-7483. Order & Shipping - Judson 6-1571. New York sales office number (where account managers can be reached) remains the same. ... The great Leonardo da Vinci wrote his notes upside down and backward. They can only be read by reflecting them in a mirror! ... Downtown merchants in Lansing (Mich.) cooperated this summer in "olde-fashioned hopitality days"; dispensed free flowers, coffee and soft drinks and had clerks wear name tags to point up the theme., ... George S. Parker, founder of The Parker Pen Company, has been named to the Wisconsin Industrial Hall of Fame. ... Stephen Baker, in his book Advertising Layout and Art Direction, cites a photograph from a Parker "51" advertisement to illustrate that believability in a photograph is a potent selling tool. ... "If we were to have only 'normal' people," says psychiatric consultant Dr. Alan A. McLean, "we would have nothing but mediocrity in American business and industry." ... Weddings (and babies) are increasing again after a period of decline. They'll add about 27 billion dollars to consumers' demands this year. ... In Japan, colleges are turning out graduates with 7 years of English study. Geishas are going them one better. Assuring a prosperous future, they're learning both English and Russian.

Cordially,

The Parker Pen Company



Parkergrams

U.S.A.

Sixty-Third Year of Publication
October, 1959

Dear Friend:

Before Dwight Eisenhower packed off to Europe last month, he made sure that he would have with him a half dozen Parker 61 pens with his favored "Ike" point (specially made twice the size of a standard broad point). The telephoned request was answered promptly and with it went a selection of other Parker products. A few days later Ike penned this letter:

"... I am truly indebted to you for your generous thought of me. The pens make great hits with those visitors to my office, especially the younger ones, who are souvenir-minded. And of course, I get a big kick out of handing them out."

It was torridly hot across the country during the last weekend in August. But amid that heat, in New York, Chicago and Denver, Parker Account Managers were hearing the first sounds of Christmas. Phrases fell on their ears like jingle bells. They heard of new merchandising aids, beefed-up advertising, new products and generally the refreshing ingredients of a truly epochal Parker Christmas. Here, wrapped in a neat holiday package, are Parker's plans:

New products: the elegant, metal-clad, International line, steeped with niceness and "feel." Another compelling lever to help bring ballpoint profits up to an agreeable level.

New displays: a striking "treasure chest," a unique bell display, and a motion unit for windows. The costliest merchandising aids ever supplied by Parker -- free to a dealer.

Additionally, national support via (1) Don McNeill on ABC radio network, (2) spot TV reaching 97 per cent of U.S. homes, (3) Norman Rockwell paintings in Saturday Evening Post and Reader's Digest and (4) four consecutive pages in Esquire's December issue, regarded as the national "idea book" for Christmas giving.

Tie this package with attractive "frills" like new gift boxes, counter cards, streamers and decals, and the result is the prettiest, most persuasive bundle you'll ever see under any Christmas tree!



Approximately half of the 5 billion greeting cards produced in 1958 were designed for Christmas. The 300 companies actively engaged in greeting card manufacture use up more than 90,000 tons of paper annually. The estimated retail sales value of total 1958 production was \$500 million. One company alone produces 4 million cards per day.

Right now there are approximately 17 million teen-agers in the U.S. -- eight million boys and 9 million girls. By 1965, there will be 24 million teens. By 1970, the teen-age population in the U.S. will be twice what it was in 1955, while the total U.S. population will have gained only 23 per cent since that year.

Do these teen-agers have money to spend? Do they! In 1957 their spendable income from allowances and earnings was \$9.5 billion. In six years it will be about \$14 billion (there'll be one-third more teen-agers spending).

The retailer who aims at this vast market should be cautious. Teens are quick to recognize patronizing and resent it. Don't resort to teen-age slang -- it is cute, but current, and can be outdated overnight. Teen-agers think of themselves as "adult" and like to be addressed as such. In advertising to them, be convincing, concise, honest and direct.

The Saturday Evening Post paid tribute to Parker Pen recently by presenting the company with a bronze plaque in recognition of 50 years of advertising in the Post. Parker placed its first advertisement in the Post on June 30, 1900. Only Eastman Kodak has been in Post longer than Parker (and only by one year).

The 50-year Award was presented by Robert E. MacNeal, president of The Curtis Publishing Company, to Bruce M. Jeffris, Parker's president. In making the award, MacNeal noted that the first color magazine advertisement ever placed by a pen company was run by Parker in the pages of Post. Parker's first double-spread also appeared there.

Continuing the long association, Parker has scheduled four-color spreads in Post for October 3, November 28, December 5 and December 12.

An estimated 125,000 persons stopped to have a look in the Parker exhibit at the 1959 Wisconsin State Fair. More than 5,000 signatures of Wisconsin residents were displayed and those who found their names received free T-Ball Jotter pens. Other attractions included a display of Parker products from the first "Lucky Curve" to today's stylish Princess Jotter ball point. Nikita Khrushchev's personal Parker 61 pen (shown with a Russian imitation of the "51") also attracted attention. The pen was loaned by an Army veteran who swapped with the premier during a Moscow visit earlier this year.

Forgers have one significant common trait, according to a study made by a Canadian psychologist. Investigation among prisoners at Kingston, Ontario, penitentiary showed that all forgers had been spoiled or overprotected by their mothers. Their



fathers were "inaccessible" for one reason or another. The forger chooses his career because it offers him the feeling of being smarter than others.

A cartoon we saw recently provided another reason. Two prison inmates were shown talking. One was saying to the other: "Of course, the tempting thing about forgery is its convenience. A 29-cent ball point pen and you're in business."

The U.S. writing equipment industry, according to Department of Commerce figures, exported products worth \$10,245,000 during the first six months of 1959. This is slightly higher than the same period in 1958.

The 85 days of Christmas selling in October, November and December will be spectacular for Parker Franchised dealers as the company's merchandising and advertising program shifts into high speed. Here's a quick survey of national advertising: In October, Parker TV reaches two out of three TV homes and Don McNeill plugs the Parker 61 pen ten times a week on network radio, and an issue of the Post carries a Norman Rockwell Parker 61 ad.

In November, a Parker 61 full-color ad appears in Reader's Digest and a second Norman Rockwell advertisement appears in the Post. Jotter gift lines are being promoted on television simultaneously.

And in December, four consecutive pages (full color) appear in the Christmas issue of Esquire, and the 61 is featured in Reader's Digest, and a two-page spread (full color) appears in Post, over the signature of Norman Rockwell. AND, Parker intensifies its TV coverage to reach 97 per cent of the television homes!

The United States Post Office Department will participate in International Letter Writing Week, observed October 4 to 10. The program fosters written communications between peoples in all parts of the world to help build lasting peace and understanding. It is an extension of National Letter Writing Week which was started in 1937.

In the premium and industrial sales business there is no plum like the one offered in the Advertising Specialty National Association annual contest. This year a Parker-developed promotion won second place in the event.

To fully appreciate the story, one must know that the promotion, created for Lederle Laboratories, was aimed at one of the most insular audiences in our national complex, physicians.

Lederle wanted to introduce a new cortico-sterioid called "Aristocort" and did it with the aid of the all-metal Custom Jotter ball point. To quote from the award report, "Doctors' reception of the pen exceeded Lederle's fondest expectations. Within a few months 'Aristocort' became a leading factor in the steroid market. A special Jotter refill was used by Lederle detail men as a door-opener six months later."



Two companies in New Rochelle, N.Y., are advertising and merchandising interchangeable nibs for Parker "51" and 61 pens. Maybe so, but the retailer who buys these pen points cannot hope to get Parker to guarantee them. They will have no exchange value or credit value with Parker Pen, according to the company's service manager, Henry Prust.

A package which combines glamour, beauty and utility would be a wonderful innovation in the pen business. That's what Parker sales specialists said to themselves and then proceeded to design just such a package. And now, Franchised dealers will have Parker products packed in this unique new box.

A beautiful brushed-metal cover slips smoothly over a plastic tray which holds the Parker product. One way it covers the writing instrument in the tray; another way it slips under the tray to disclose the contents of the box. And always it is trim, slim and richly attractive, standing by itself, or with a group of other Parker boxes.

In lower-priced models, the new box has a handsome light gray cover.

Clips: Trafficking of spurious Parker "51" pens is being reported in Costa Rica where nuns and priests have become the favorite prey of vendors. Some hawkers go so far as to put legitimate Parker caps on the fake pens. ... Eversharp's sixteen-man sales force converged on Janesville in late August to "get acquainted" with their new headquarters. ... Americans are spending \$5.8 billion each week, saving \$400 million, and paying \$860 million per week in personal taxes. ... Brazil's vicious piranha fish are being sold in New York for home aquariums. That's a new way to lose customers. ... Per capita personal income in the U.S. is expected to reach \$1,900 for 1959, compared with \$1,271 a decade ago. ... Around the world, 265,000,000 people speak English as their native tongue. ... Not since 1955 has there been such a surge in installment buying; in four months of 1959, consumer credit outstanding rose almost \$1.5 billion. ... There are nearly 2 million retail establishments in the U.S. -- actual number: 1,956,300. ... Americans chewed some 250 million pounds of chewing gum last year. That's an average of 200 sticks or one and a half pounds per person. ... Each time the price index goes up 1 point, the federal government's costs rise about \$22 million. It's because of defense contracts with industries having elevator clauses. Each point rise in the index pushes wage costs up \$200 million per year. ... Letter received from son at boarding school: "Last Friday we had our first dance. It was against St. Mary's."

Cordially,

The Parker Pen Company



6 NOV 1959



Parkergrams

U.S.A.

Sixty-Third Year of Publication
November, 1959

Dear Friend:

One has to take a deep breath solely to pronounce the verbiage contained in "Fountain Pen and Mechanical Pencil Manufacturers' Association, Incorporated" without trying to include it in any kind of sentence. Parker Pen and other members of that industrious body are first to admit to this lengthy shortcoming. There is, in fact, a movement under way to attempt to reduce the verbose title.

But the members face problems. As it might have occurred to anyone in the business of selling pens and pencils, there is no short, inclusive term for this pair of writing tools. And with the ball pen now standing as an important segment of the industry, still further complications develop.

The name "Pen and Pencil Manufacturers' Association, Incorporated" would surely be helpful and is being considered. But even this is long-winded. What is really needed is a snappy, singular form which means "pen", "pencil" and/or "pen and pencil," with the inclusion of ball pen understood. The coinage "pense" might suffice, except that it sounds more like a product of the garment industry.

Employees of the pen, pencil and office supply industry earned more in June of this year than in any one month in the history of writing. The national average hourly wage rose to \$1.77 or \$71.69 a week. Industry employment stood at 30,800 in that month.

Across the nation, wherever the modern jet airliners fly, shoppers are seeing store windows featuring the first jet-age writing instrument, the Parker 61 Jet Fighter pen. Like its namesake, the Jet Fighter is zooming to unparalleled altitudes of consumer esteem.

The Parker 61 Jet Fighter is the first pen flight tested and approved for jet-high flying. In actual jet-flight tests, the pen proved trouble-free from sea level to 40,000 feet.

The great Marshall Field and Company store in Chicago, with whom pen and stationery display windows are as rare as the Kohinoor diamond, was so impressed



by the 61 Jet Flighter pen that it prepared a display for window No. 32. The display featured the Jet Flighter and various selections of airmail stationery.

Parker merchandising men are now predicting that the second biggest selling item at the pen counters this Christmas will be the Parker International Flighter line of gift ball pens. The first, naturally, will be the sleek, metal-clad 61 Jet Flighter.

A recent survey conducted by Geyer's Dealer Topics showed the ball point pen still the No. 1 headache of the American stationer. A big 54 per cent of the dealers surveyed expressed a desire for improved ball pen quality, and 46 per cent complained about refill quality.

Skipping and poor starting remained a commonly noted deficiency. Sixty-six per cent said this problem was yet to be satisfactorily solved. A whopping 95 per cent felt ink colors were fine, and three out of four felt the quantity was sufficient. Seventy-six per cent thought the inks should be erasable, either with rubber or with liquid eraser.

Newspaper readers in 14 major U.S. metropolitan areas will see eight Eversharp advertisements in the three weeks preceding Christmas. Eversharp products will be promoted in 114,000 lines of one and two-colors.

Christmas windows and counters will soon be glistening with new displays. This year Parker Pen merchandising specialists have ginned up the most expensive array of point-of-purchase pieces ever to be cataloged by Janesville. And they're free!

First a white and gold treasure chest filled to overflowing with diamond-like crystals and jewelry provides a setting for the complete Parker gift line of pens. A gold-flecked parchment curled in the cover of the three-dimensional chest states simply: "Treasured gifts from Parker." And best of all, the treasure chest comes in two sizes!

Bells are more a part of Christmas than reindeer, in spite of Rudolph and his fans. So this year Christmas bells enter into the Parker scheme of things. A large transparent bell houses a revolving tray of Parker gift pens. A spin of the golden ring atop shows the complete line. This is flanked by two easel cards, one showing Parker fountain pens, one showing gift ball pens.

And Christmas ornaments are a part of Christmas and a part of Parker's display material. Moving into view in a window cut from a huge ornament is first the Parker 61 Jet Flighter pen followed by the Parker Minim Jotter ball point, the Princess Jotter, the International Jotter, the Super "21", and finally the Parker "51" pen. Around this windowed ball on the face of the display are other smaller ornaments in red and blue and a sprig of green framing the phrase "Perfect Christmas Gifts for Everyone."



Fully half of all retail sales -- especially expensive items on which married couples want to share the decision -- are made after 4:30 p.m. That's what one marketing expert estimates and the trend seems to be snowballing. Retailers and suppliers are being urged to watch this trend toward evening and nighttime sales. Some pointers:

Keep night stocks up to daytime levels. Promote "after-five" specials.
Rearrange lighting, displays and windows to lure nighttime shoppers. And, by all means, try to stay open more evenings.

In weighing the merits of staples versus paperclips for holding two or more pieces of paper together, a British bank recently made a clip count. Here are some of the vital statistics based on 100,000 paperclips tallied:

Used as chips in card games -- 19,143. Twisted and/or broken during telephone conversations -- 14,163. Used for emergency repairs to garters and brassieres -- 7,200. Used for picking teeth -- 5,434; for cleaning pipes -- 3,169; for cleaning fingernails -- 5,308. Thirty thousand more were dropped to the floor and swept away. Only 15,583 were used for their intended purpose.

The annual Handwriting Foundation Award this year went to Prof. Virgil E. Herrick of the University of Wisconsin for his extensive research in handwriting. Presentation was made on the campus of the University during the Foundation's fifth annual meeting.

Over the past seven years Parker Pen has made four grants to the University to help speed Herrick's work. Together with 20 researchers, he worked with over 100 adults and children to study legibility, penmanship systems, pen pressure, and other aspects of handwriting.

Among the conclusions reached in the study were these: Girls generally write more legibly than boys. Handwriting frequently deteriorates between the sixth and tenth grades, and then often improves due to a motivational change and a recognition of the need for legible writing. Handwriting speed is not related to intelligence. The amount of pressure, whether light or heavy, is not related to handwriting legibility, or to intelligence. Fast writers and slow writers write heaviest, while average speed writers use the lightest pressure.

A fork cut from a sturdy tree branch, a slice of old inner tube, a patch of leather and some heavy twine were all the ingredients a boy needed to fashion the finest sling-shot in the neighborhood. Generations of Tom Sawyers and Huck Finns have worn them in hip pockets throughout the lazy days of summer. With them we would arch pebbles over the barn or shatter the leafy quiet where a bird perched, sending it winging to another limb. These events will never be repeated -- in Los Angeles, that is. The L.A. city council has added the sling-shot to its "dangerous weapons" list, automatically prohibiting sale, purchase or possession by persons under 18.



Customers, like pre-war Jello, come in six delicious varieties; surly, demanding, talkative, browsing, silent and group. The wise salesperson is the one who knows just how to treat each type. Here are some tips:

Surly customer -- sell to him, don't argue with him. Ignore his nasty remarks. Demanding customer -- seeks attention, lay it on thick. These make good repeat customers because most salespeople won't bother with them.

Talkative customer -- listen, but turn the conversation toward your merchandise. Browsing customer -- attend to him if you're not busy. He may be looking today to buy tomorrow.

Silent customer -- if your attempts at opening a conversation are flattened, it is probably best to turn him over to another salesperson. Group customer -- locate the spokesman for the group and concentrate on him. But don't ignore the rest. One may be tomorrow's customer.

Clips: Yes, that is a Parker wood and metal desk pen set appearing in an Automotive News advertisement. ... And speaking of advertising, a University Co-op plug appearing in the Daily Texan shows a man-from-Mars-type creature on an out-of-this-world landscape. He is quoted as saying "Take me to your leaders" to which the ad copy replies: "Parker 61 is the leader among fountain pens." ... Experts give this conservative estimate: In the decade ahead the population of the U.S. will grow by 34 million. That's roughly equivalent to the total present population of Canada, Cuba and Australia combined. ... There are 51.3 million households in the U.S.; 32.6 million urban, 13.3 million rural non-farm and 5.4 million farm homes. ... Craig Sheaffer is quoted as predicting that the writing equipment industry will manufacture 600,000,000 units this year. That's an increase of five million. ... Like golf? So do 3,970,000 others in the U.S. who regularly crowd our mere 5,745 courses. ... Toys worth \$1.5 billion will have been given to American youngsters by the time 1959 ends its days. That's 10 per cent more than 1958. ... Retail store sales for the first seven months of 1959 amounted to \$121.6 billion -- nine per cent above the same period in 1958. ... A conference is described as a group of people who individually can do nothing but who can meet collectively and agree that nothing can be done.

Cordially,

The Parker Pen Company



1 DEC 1959



Parkergrams

U.S.A.

Sixty-Third Year of Publication
December, 1959

Dear Friend:

Looking around for a good direct-mail gimmick? Postmasters can be helpful this time of year. You can mail your material from any of the following places: Mistletoe, Ky.; Snowflake, Ariz. or Snowflake, Va.; Snowball, Ark.; Holly, Calif.; Holly, Mich.; Holly, W. Va.; Jolly, Tex.; Noel, Va.; Noel, Mo.; Joy, Ill.; and of course, Santa Claus, Ind.

Latest Nielsen data available to Parkergrams USA reveals that Don McNeill's Breakfast Club show beats all radio network competition and is the highest-rated morning, variety-type show on the air at any time from 7 a.m. to noon weekdays. The show's rating is 21 per cent higher than its immediate competition in the same time slot on CBS, and is as much as 55 per cent higher than other morning network radio shows.

Add these facts to the thought that Don McNeill's personal salesmanship creates respect and stature for the products he endorses and you will see why Parker chose McNeill for the job of selling the exclusive Parker 61 pen.

Riding in nothing less than commercial jet airliners it is now possible to circle the globe in two days, 21 hours and 30 minutes. If you get the Jules Vernean urge, the ideal writing instrument to carry along for diary making is the Parker 61 Jet-Flighter. This pen is specifically designed and tested for jet-altitude flying. It proved trouble-free in actual jet-flight tests.

Six cabs in a Baltimore taxi fleet have completed 50,000 miles without a chassis lubrication. They have been testing new bearings made of woven Teflon, a DuPont product called the "slipperiest material ever." Parker "discovered" this fact when researching the Parker 61 Capillary pen. A coating of Teflon on the 61 capillary cell makes ink slip right off.

Industrial Marketing magazine recently listed some suggestions for business Christmas gifts, and noted some important factors in selecting a gift. The latter apply whether you are a businessman giving another businessman a gift or just a plain ol' Dad buying for the family. Here are the rules:



1) Select a gift that the recipient is not likely to own. 2) Choose one that is appropriate for use in the home, thereby endearing the entire family. 3) Always select a gift of good quality, and in good taste. 4) If possible, allow freedom of choice.

What single item in a Parker dealer's stock fits all rules? Dust off a Parker Ceramic home-decorator desk base and have a look.

Really, it's not far off. So we advise planning now. Last year Mother's Day beat out Easter to become the second biggest (next to Christmas) selling season of the year. And Father's Day sales in 1959 totaled \$928,000,000, a gain of seven per cent over 1958. In 1960, Father's Day celebrates its 50th anniversary and promises to be the biggest of all.

Spot television expenditures were 16 per cent above 1958 for the second quarter of this year. Total amount spent by 100 leading spot TV advertisers was \$158,904,000. Parker Pen was listed 62nd among the 100 leaders, and was the only pen company represented. Proctor & Gamble led the list and Philco Corporation held the 100th position.

Somebody's grandpappy at some time or another must have said that no fisherman with a good catch will take the back way home. The philosophy is quite profound and applies well to retailing. The dealer who has pride in the merchandise on his shelves will take pains to see that it is displayed well. And that's the kind of man we like to call "a Parker dealer."

To prove the company's esteem for this kind of retailer, Parker merchandising men designed some of the most costly displays for showing writing instruments ever devised here in Janesville. For example, there is the Christmas Bell Display. The large transparent bell houses a revolving tray of Parker gift pens. Give a spin to the golden ring up top and the tray turns to show your customer Parker's perfect pens.

The big white and gold Treasure Chest chuck full of diamond-like crystals and jewelry makes a startlingly luxurious background for displaying pens like the Princess Jotter ball pen line or the classic Parker 61 Capillary series.

And for window attention getting, a big motion display showing the complete line of Parker products will assure that this dealer has a "catch" of merchandise he is proud of.

Here's a theory to test at this year's office party. We predict that the gal you see wearing the new iridescent lipstick shades will have an anchovy olive in her martini. Here's our logic: She's sure to like fish in her drink if she likes scales on her lips. (Manufacturers compound fish scales to give iridescent lipstick its radiance.)



A tip for spies and confidants: Examine the man's ball pen desk set before you start relieving your memory. Giovanni Geloso of Milan, has designed a ball pen holder with a hidden microphone for listening to and recording conversations.

Eversharp has four new products for Christmas selling. Three are feminine ball pens and are called Tiara, Gamin and Teena. These are short, compact units designed with the gal in mind.

The fourth product is unique for several reasons. It has an almost six-inch-long refill which comes with choice of point sizes. The barrel has a contoured grip area and the cartridge retracts in two of its three models. The pen will be available in four opaque and four transparent colors and will sell for from 39 to 49 cents. It's called the "Lightning."

When is a person old? That's a question asked recently by a British newspaper. One Londoner wrote this reply: "It is well known that middle age is precisely 10 years older than one is oneself; so, clearly, old age is double that figure."

Go to Florida for the winter and deduct the cost from your taxable income. Here's how: Have the proof that your doctor told you to go; that his recommendation was a valid one; and, that you would not have made the trip if he had not told you to go. But don't try it without these important proofs, or you'll be wintering at San Quentin.

If you are one of the Parker dealers who received an entry blank in the Reader's Digest circulation guessing contest, we have a tip. If you are not, here are the facts. The Digest has invited 2,000 Parker retailers (selected at random from our lists) to attempt to guess the total circulation in the U.S. of the December issue of the magazine. Prizes include a lifetime subscription to the Digest, a library of Reader's Digest Condensed Books, plus a number of subscriptions and condensations.

The December issue of the Digest will carry a Parker 61 advertisement in the U.S. In addition, a Parker ad will appear in nearly all of the magazines foreign language editions. The Digest publishes 17 of these.

Now for the tip: Reader's Digest has the largest circulation of any publication in the United States. The average monthly circulation figure is above 12,000,000 and under 14,000,000.

Black Angus for breakfast: Neiman-Marcus of Dallas features a prize Black Angus steer on the hoof and a silver and mahogany roast beef serving cart in its famous Yuletide catalog. Price for this paired gift, promised for delivery Christmas morning, anywhere, is \$1,925. Or, if you haven't the heart to send the poor thing off to the gallows, Neiman-Marcus offers the same steer dressed, packaged and loaded on the cart for \$2,230.



The number of Americans owning stock in publicly-held companies now totals 12,490,000. This is a 45 per cent gain in the past three years and is nearly double the 1952 total.

Cash dividend payments by corporations issuing public reports amounted to \$810 million in April of this year. In the same month last year, the figure was \$780 million. Cash dividend payments in the first four months of 1959 were \$3,870,000,000, two and a half per cent above the same period in 1958.

Parker Pen, while being a family-held company, has more than 3,500 shareholders.

Telephone solicitors to many people are like a plague. But here's how a few people have found cures. One man says "... hold the line," then goes out to mow the lawn. A woman employs her native Polish. Another holds the telephone mouthpiece against the TV speaker. Still another holds his nose and states: "Sorry, your party has been transferred. Please dictate your message at the sound of the click. This is a recorded announcement."

But best of all is the plan of the young housewife who turns over the telephone to her son, age three.

Clips: Rolls Royce has joined other makers promoting economy cars in the U.S. RR has introduced a stripped-down version of its 20-foot Phantom V. It has no television set and is two inches shorter. Sells for \$1500 less than the \$26,300 standard model. ... In Midlands, England, bakers are testing bread in five colors: green, yellow, apricot, pink and white bread flavored with banana, strawberry, cheese and onion. ... Americans are spending \$5.8 billion each week, saving \$400 million, and paying \$860 million per week in personal taxes. ... In the "Oh No!" Department: Men who stroll along Rome's fashionable Via Veneto have begun wearing colored shawls around their shoulders when the evenings are cool. ... Macy's New York Store has a 15,000 pound molding machine in operation making plastic bowls while customers look on. The bowls sell for 19 cents. ... All repair work on Eversharp merchandise is being handled by one Parker Pen Service Inc. office. The address is 108 South State Road, Arlington Heights, Ill. ... The UN lists 2,796 different languages currently spoken on this planet. ... Per capita income in the U.S. is expected to be at \$1,900 this year. Ten years ago it was only \$1,271. ... The 100 leading advertisers in magazines, network television and Sunday supplements spent \$474,160,383 in the first six months of 1959. This is 8.9 per cent higher than 1958. ... And, here's the philosophy of French Playwright Jean Cocteau: "Of course I believe in luck. How else can you explain the success of those you dislike?"

Cordially,

The Parker Pen Company